

**STATEMENT OF WORK
MEDIA TRAINING
NATIONAL INSTITUTES OF ENVIRONMENTAL HEALTH SCIENCES
RESEARCH TRIANGLE PARK, NC**

1.0. BACKGROUND: The National Institute of Environmental Health Sciences (NIEHS), located in the Research Triangle Park, North Carolina, is one (1) of the 27 Institutes and Centers composing the National Institutes of Health. The NIEHS is home to the NIEHS Office of Communications and Public Liaison (OCPL). OCPL is in need of training to provide staff with the tools they need to develop messages for the media and to teach them how to consistently and effectively deliver that message even when faced with difficult questions. As appropriate, the training should also cover tips on message development and delivery to members of Congress.

2.0. OBJECTIVES: The basic service objective is to provide group media training and personalized coaching for NIEHS staff members and senior leaders.

3.0. SCOPE: Provide group media training and personalized coaching for NIEHS staff members and senior leaders.

4.0 SERVICES: The Contractor shall provide the following services:

For 10 NIEHS staff members, the training should be broken up into two sections –

A minimum two- hour group session plus a one-hour personalized one-on-one coaching session for each participant.

The group session should provide staff with the tools they need to develop short and powerful sound bites or messages that reporters can use in stories. The training should provide participants with practice exercises to develop messages, practice responses, and receive feedback on what the media is hearing.

A week or so before the group training, a mock phone interview (print interview) should be held with one or two of the participants, from which the trainer(s) will write a news story(s). The news story(s) will then be shared during the group session, and the interviewee questioned to see if the story matches what they were trying to relay during the phone interview. The trainer will then provide feedback and general guidance to the group on how to improve interviewing skills, to ensure an accurate story gets into print.

The one-on-one training should be videotaped personalized sessions, during which each participant can practice skills learned during the group session and receive individualized feedback and guidance from the trainer. The videotaped sessions should include a variety of situations, including a television interview, a telephone interview, and a mock Q&A such as that experienced during a Congressional hearing.

For 2 NIEHS Senior Leaders, training for the same skills as described above, with an emphasis on effective public message development, should be conducted during one-on-one (private) sessions for a total of 4 hours of instruction, mock interviews, and coaching for each senior leader. The 4 hours can be divided into shorter sessions to accommodate the leader's schedule and availability but must be started and completed within a 10-day period.

The media training will need to:

- 4.1 Provide a mock interview for print media for one or two staff members and a resulting written news story. The purpose of exercise is to provide the group some real-life experience on how a reporter could or would likely use what is said in the interview.
- 4.2 Provide up to 10 NIEHS staff with a 2 hour group personalized coaching and a 1 hour personalized one on one coaching session, including but not limited to: interactive exercises, discussions, and videotaped practice with personalized coaching, interactive exercises, discussions, and videotaped practice.
- 4.3 Provide 2 NIEHS Senior Leaders 4 hours of personalized one on one coaching, including but not limited to: mock interviews, interactive exercises, discussions, and videotaped practice.
- 4.4 Offer techniques to strategically organize key messages about NIEHS issues and programs, including:

- Organizing thoughts and developing key messages
- Communicating complex information
- Maintaining focus and messages in a controlled and confident manner
- Transitioning to important key points and maintaining focus
- Using pertinent and persuasive formulas to think and act under pressure situations
 - Anticipating and handling challenging questions from reporters or Congressional staff
 - Preparing effective interviews from radio to print to TV
 - Becoming an expert resource for reporters

5.0. GOVERNMENT FURNISHED PROPERTY, EQUIPMENT, AND SERVICES: This section identifies those items such as property, information and/or services that will be provided for the contractor’s use (without cost to the contractor): None

6.0. CONTRACTOR FURNISHED ITEMS AND RESPONSIBILITIES: The Contractor shall furnish all supplies, equipment, and services required to perform work under this contract that are not listed under section 6 of this SOW.

7.0. HOURS OF OPERATION: Normal business hours are Monday-Friday, excluding Federal holidays. Core hours at NIEHS typically fall between: 8:00 am – 5:00 pm.

7.1. The National Institutes of Environmental Health Sciences observes the following holidays:

New Year’s Day	Labor Day
Martin Luther King’s Birthday	Columbus Day
Presidents Day	Veteran’s Day
Memorial Day	Thanksgiving Day
Independence Day	Christmas Day

8.0. PLACE OF PERFORMANCE: Virtual via WebEx, Microsoft Teams, teleconference, and/or skype.

9.0. PERIOD OF PERFORMACE: April 15, 2021 – October 31, 2021

10.0. TRAVEL AND OTHER DIRECT COSTS (ODCs): Travel and Other Direct Costs (ODCs) **ARE NOT** reimbursable under this contract;. They should be incorporated in the Contractors total price.

11.0. COMPLIANCE: The contractor shall comply with NIEHS guidelines for websites and other communications materials (see Attachments). See Section 508 accessibility guidelines as defined by the federal government. Please see the following URLs for details:

- Section 508 Information: <http://www.section508.gov/>
- Guide to the Section 508 Standards: <https://www.access-board.gov/guidelines-and-standards/communications-and-it/about-the-section-508-standards/guide-to-the-section-508-standards>
- Making Files Accessible: <http://www.hhs.gov/web/section-508/making-files-accessible/index.html>

NOTE: If the deliverable includes features and functions in addition to those identified as requirements, these features and functions also need to conform to relevant Section 508 technical provisions, functional performance criteria, and information, documentation and support.

12.0. DATA RIGHTS: The Government has unlimited rights to all documents/material produced under this contract to the extent permitted by the data rights clauses. The parties mutually acknowledge their understanding that this is the government’s intent. All documents and materials, to include the source codes of any software, produced under this task order shall be government owned and are the property of the government with all rights

and privileges of ownership/copyright belonging exclusively to the government. These documents and materials may not be used or sold by the contractor without written permission from the contracting officer. All materials supplied to the Government will be the sole property of the government and may not be used for any other purpose. This right does not abrogate any other government rights.